Our design philosophy?
**Exclusive Hydrostatic Transmission**
Unique cross-porting system routes the coolest hydraulic fluid to the hydraulic pump doing the most work. For long life, our transmissions also feature piston-style pumps, wheel motors, and internal wet disk brakes.

**Ergonomic height-of-cut adjustment dial** makes adjusting cut height simple and easy. This simple mechanical design ensures superior accuracy and long life.

**Common sense.**

**7-Iron PRO Mulch-On-Demand Deck**
With the MOD deck, you can switch instantly from mulching to side-discharging, then back to mulching without ever leaving your seat.

**Comfort and Convenience Package**
This industry exclusive features built-in electronic controls embedded in the levers for easy raising or lowering of the deck and quick PTO disengagement.

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**The ZTrak™ PRO 900 Series**
When we sat down to design our new zero-turn mowers, we had three goals in mind: give it better mowing performance. Superior controllability. And make it easier to operate. The result is a machine that excels in all three areas, with features you won’t find on any other mower. See your John Deere dealer for a Z900 demonstration and ask about our Work It For A Week Guarantee.
FATHER NATURE.

GENUS: POWER PLANT. IT ALL STARTS WITH THE LEGENDARY 5.7-LITER HEMI® V8 THAT PRODUCES 383 HORSEPOWER AND COMES WITH A BEST-IN-CLASS¹ STANDARD SINGLE 52-GALLON FUEL TANK FOR EXCELLENT DRIVING RANGE. NOT TO MENTION THE LARGEST BRAKE ROTORS AND PADS IN THE CLASS,¹ AND AVAILABLE INTEGRATED TRAILER BRAKE CONTROLLER. A TRAILER TOW RATING OF UP TO 19,750 POUNDS MEANS ALMOST NO JOB IS TOO BIG TO HANDLE. AND WHEN EQUIPPED WITH THE PROVEN 6.7L CUMMINS® TURBO DIESEL ENGINE, IT MEANS ONE LESS THING TO WORRY ABOUT. MOTHER NATURE DOESN’T COMPROMISE. AND NEITHER DO WE.
PROPERLY SECURE ALL CARGO.

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OUR MISSION: Landscape Management — the leading information resource for lawn care, landscape maintenance, design/build and irrigation contractors — empowers Green Industry professionals to learn from their peers and our exclusive business intelligence from the most experienced editorial team in the market. Serving as the industry conscience for 50 years, we not only report on, but also help shape, news, views, trends and solutions.
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THE LM DAILY

Phipps Conservatory’s Center for Sustainable Landscapes, a $7.8 million 24,350-sq.-ft. construction, will be among the world’s greenest buildings once it’s completed, says its executive director.

WEB EXCLUSIVE

With the passing of Weed Man founder Desmond “Des” Rice, the professional lawn care industry loses one of its most beloved shining stars.

LD/B Solutions

A temporary garden and orchard created for a designer show house last spring gets new life as an organic vegetable garden. And its produce benefits a local food pantry.

i-News

As Florida’s fresh water supply diminishes in the face of rampant development and other changes to the region’s ecosystem, the state is devising a new plan to capture and deliver more fresh water. But is the mammoth $10 billion plan feasible?

ATHLETIC TURF NEWS

How environmentally and economically sound are synthetic turf football fields — truly?

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BLOG
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Cub Cadet Commercial products are intended for professional use.
A poor choice of words

*Mother Nature hates you. Deal with it.*

That was the headline atop a promotional email sent out by Backcountry.com, an online seller of clothing, equipment and accessories for folks who like to spend their leisure time traipsing through dense forests, climbing the sides of snow-covered mountains or kayaking down rapids that make the most daunting roller coaster look like a ride in a kiddie park.

So a headline like the one above is actually somewhat fitting, given the company’s clientele. These people enjoy testing themselves in extreme conditions — bone-chilling cold and extreme heat — in areas well known for not being well traveled. These people know what Mother Nature has to offer, and they “deal with it” on their terms.

There was only one problem with the email. It was sent a day or so after one of the worst tornado outbreaks in nearly four decades. Nearly 350 people died because of Mother Nature’s fury. The intensity and ferocity of this cluster of storm activity devastated entire communities. Thousands were injured. One estimate suggested more than 1 million homes and businesses went without power.

No matter what outdoor activity you engage in, no matter how rugged you are, no matter how good your survival skills, you don’t go test yourself during a tornado.

Receiving an email suggesting Mother Nature had it in for them smacks of poor taste. Granted, the marketing copy was likely written long before the storms hit, but failing to put a stop to hitting the send button left the company looking uncaring.

Backcountry did the right thing. CEO Jill Layfield immediately sent an email apologizing for the bad timing and seeming bad taste. The mea culpa email began, appropriately, with the words, “We messed up.”

Accepting responsibility for your screw-ups is one of the most important steps on the road to forgiveness. Backcountry did just that:

*Please accept our sincerest apologies for this mistake. What was intended to be witty marketing copy may have been when we wrote these words two weeks ago, but in light of current events and the suffering of people affected by Mother Nature’s wrath, it is not only not witty, it is completely unacceptable.*

At another time, the original headline and email would likely be considered clever. Arriving in an inbox the day after storms ravaged six states, it seems, at best, insensitive. I don’t fault the folks at Backcountry for their choice of words. Headlines, whether they top newspaper stories, magazine articles or marketing materials, are meant to capture a reader’s attention. This headline certainly did that — perhaps too well.

In the publishing business, these things are a bit of an occupational hazard. Articles and headlines are often written weeks in advance of when they are published and arrive on readers’ desks. And that interval can lead to some embarrassing moments.

My guess is there have been moments in your business as well that you’d take back if you could. Maybe it was a marketing piece or an off-the-cuff comment to a customer. Even as the words leave your mouth, you wish you could snatch them out of the air. The look on your customer’s face turns to one of dismay or disgust, and an uncomfortable silence swells.

Do the right thing. Apologize. Offer a sincere and heartfelt mea culpa for your indiscretion. And then get back to business.

*Editor’s note: A tip of the hat to freelance writer and avid outdoorsman Curt Harler for bringing the issue to our attention.*
You have enough things to worry about. But with Onetime® herbicide, wasting time tank-mixing isn’t one of them. Onetime combines our new patented formulation of quinclorac, MCPP-P and dicamba, enabling you to control more than 70 weeds, including crabgrass, clover and dandelion without tank-mixing. Plus, its liquid formulation, which includes the same active ingredient as in Drive® XLR8 herbicide, provides more rapid absorption into the plant in both warm- and cool-season turf. If you’ve got weeds, it’s time for Onetime.

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For more than five decades David J. Frank has evolved with a shifting industry.

He cites today’s broader use of layering, color and traditional materials.

“People want color.
They want music in the landscape area. They want outdoor kitchens, fireplaces and play areas,” Franks says. “Clients’ attitudes have changed. The public is much more educated.”

Just as the landscape industry has changed, so has Frank. Early on, he just wanted to make a living. Today, the man who has logged more than 1,000 global scuba dives and is inspired largely by Antoni Gaudí’s Barcelona Sagrada Familia cathedral is most concerned with cultivating his staff and continuing to grow his business.

That growth has slowed to less than 5% annually in the face of an economic downturn and rising fuel and insurance costs that have “squeezed operating margins,” he says. But the company has avoided layoffs.

Frank maintains the company’s staff has been key to its longtime success. When things go awry, Frank doesn’t blame his staff. Instead, he says, “I pick up a mirror and I look at it and say, ‘Now you know who is causing you all this grief.’ In the end, it doesn’t matter who did it. It’s what do we do about it. My mirror reminds me to look forward, not backward.”

Frank doesn’t look back much.
“It’s one of my shortcomings,” he says, “because there are a lot of things to be proud of.”